

The Content Management of Media Convergence

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Abstract. *The media convergence of the internet-based society can be the main solution for the printed media to hold and communicate more efficiently with the consumers. The paper gives a brief overlook on the aspects of online communication, the transformation of the consumer's expectation and satisfaction and the new ways of content management. The overlook can be useful in understanding or teaching the online media and media convergence.*

Keywords: *media convergence, online content management, online communication, online journalism, multimedia, interactivity.*

The convergence of the media platforms

Media convergence means the synchronization of the traditional media channels with online platforms, making possible for the consumers to spend more time with the content, produced by the media institution. Nowadays it is indispensable for the media companies to give these platforms in the service of convergence.

In the future the platforms have to be formed according to the users' expectations, as the consumer wishes to use it. Actually the process started with the appearance of the Web 2.0. Today we speak about user-generated content and in the future amateurs can become media and content generators. Because of the data quantity a main server will be needed, being capable of releasing all the necessary data at the

same time. Also it should be able to determine whether the searched data should be available fully or just partially and when it could be accessed, in the means of time. Besides these characteristics it is important that system is capable of choosing the proper channels (Ilchi, 2010).

In the means of the media platforms' contents, the online platforms of the media products need to provide the most kinds of services available. Speaking of user-based platforms it is an important aspect that these platforms are so called smart platforms, being able to memorize the consumers' settings, tools and contents. As a result of this in the future, the convergence is going to make it possible to access from different carriers the personalized contents (Gundelsweiler-Filk).

The platform changes will bring the popularity of new income sources, for the media channels; an example for this is the high usage of the e-book readers. The above mentioned process will increase the selling of the digital contents and the popularity of new platforms (PWC Hungary, 2012). The conquest of the digital media will be more substantial than the conquest of the traditional and printed media. Because of its usual platform, the last one mentioned, will remain in the background. When the mediators are thinking about media portfolios, they have the opportunity of relocation. To do this they have to guarantee the traditional platform for the elder and the several times mentioned, online platform for the youth; an interactive platform with multimedia. The converged platforms in the following way, will be able to support the mediators, because in traditional cases they function from the advertisement incomes. (Más Rádió, 2011).

The characteristics of the online communication

The presents of the internet and online communication radically changed the communication models, as this is the first many-to-many channel. Today the communication through the online platforms is inseparable from the mass-communication, nevertheless the internet became the main mass-communication tool. Furthermore the interaction became important. One has to understand beneath this statement, that different media contents structure disbands; in many cases the users create contents.

Building upon the new media's characteristics, it was considered to be important at this point the construction of a user friendly platform, which can be used collectively, with the possibility of reaching larger communities and to activate tighter and stronger relationships. Furthermore it is also considered to be important in this matter: the dynamic, compressed competence, the opened remixing/ syncing possibility and the recombination of the innovations. Sharing, interaction and openness are valorized. (Fehér, 2013). The new media's world appears the content producer and communicator user. With the opportunity of interaction they can change the well known media characteristics, changing this way the media companies' monopoly situation.

The changed consumer habits

According to a survey from 2004 made by the American Magid Associates, in the means of media consuming the users can be split into four groups (Bodoky, 2007):

1. just online consumers (a usual news monitoring, several times in a week, in the online space and they rarely use of the offline platforms);
2. just offline consumers (prioritizing the printed media, skipping the online content);
3. consumers using several channels(monitring online and offline content as well);
4. unskilled consumer (rare usage of the media platforms).

In the same time, as the new media appeared, next to the above mentioned groups the audience segmentation and the differentiated audience appeared, having its effect on the online consumers' world as well.

However the new media's content targets wide range of communities, they can't be viewed as mass-audience, because the messages are not received at the same time and what is more important the message is not the same for everybody. According to the above stated, we can't speak about mass media in the case of the new media, because it doesn't send a limited number of messages and we can't speak about a solid mass-audience either. The user base is selected and thought its extensiveness remained, sending to different units specific messages. According to Youichi Ito, professor of the Akita National University, the mass-society becomes a segmented society, as a result of the new communication technology. The new technology's aim is to give a specialized briefing, because the audience, the ideologies, the values and the life style are being segmented (Castells, 2011).

In the new media's system the message is the mediator. In an approachable way the message defines the mediator's characteristics, no matter if it is musical, picture based, multimedia based or any kind of channel. The result is that it targets not just different segments, but the target audience will be segmented, according to preferences, based on the messages and channels (Castells, 2011).

The users feel the need to have the control over the media platforms. The new media allows the users to choose the content, being relevant to them and this opportunity is used by the consumers very often. Because of the Web 2.0, the readers became the editors, deciding in which content they are interested. Beside this they point out their opinion with joy, adding this way to the materials value. In an ideal situation the user not just gets the content but he or she adds to it. We don't speak about just consumers in this way, in the new media, but we speak of content generators as well, both in the same person.

In the past few years the claim for a user-generated content has grown. Due to the Web 2.0 the consumers found those platforms, where they can express their

opinion and where they can edit the contents, being relevant to them. The videos, blogs, multimedia contents, mobile contents and Wikipedia can be viewed as UGC (Takács, 2007).

According to Melinda McAdams, who took part in preparing of publishing the online edition of The Washington Post, the media consumer needs to be involved in the content generation. Today the one way communication is not enough, the readers expect extra from the service providers (Frank, 2002). A new key term appeared besides the user generated content (UGC). The so called mass self-communication appeared. Castells' point of view states that this new communication form is the result of the new technology, which can be viewed as the revolution of the media. The main point of this process is that the consumer at the same time becomes the source as well.

The mass self-communication is similar to the mass-communication: anybody is able to decode the message if the proper tools are there. The users feel the need to express their opinion, for this, the social networks and the blogs are the perfect platforms. The blog became an opportunity, where the user can exercise any form of the self-expression. The mass self-communication is present in the social network as well. It is a characteristic in today's society, the fact, that the consumers are able to have a say in the media channel's running system and status by expressing their opinion (Nechita, 2012).

The reader behavior changes are strongly related to the consuming changes. The internet changed these components. Today the readers' interests have the next characteristics (Lee, 2008):

1. fast-paced society, wanting the news "NOW";
2. overvaluing the timeliness and convenience;
3. because of the busy schedules and the constant waywardness more and more opportunities to access the news;
4. Shorter news, so called pull-out boxes;
5. Multitakers;
6. The changed interest for the new;
7. Skepticism in the means of trustworthiness of the news;
8. Better content service;
9. Multimedia and interactivity;
10. Feature-styled stories in the place of dry news, especially in the case of the printed version;
11. More mass/local news;
12. Complex subjects, in an easy and understandable way;
13. Articles which:
 - a. Give a subject to talk about;
 - b. Make the reader cleverer or more educated;
 - c. Pay attention to the readers' civilian and personal interests;

14. Go and do articles;
15. Short online stories;
16. In content promotion, differencing the present mediator from the competition.

In another perspective for the future generation the traditional media platforms will remain important, however provided services will not be enough for the future generation. The consumer index goes in the direction of the multi channels and at the same time more content provider media (PWC Hungary, 2012). The media companies need to take into consideration the efficient transmission of the relevant content, based on age groups, because while the youth's favorite is the internet, the elders prioritize the traditional platforms. Viewing the consumer segmentation, the ideal mediator is: the one who can reach every target group, allowing in the same time to users of different channels the communication (Más Rádió, 2011).

Repositioning the content service

The changed consumer needs develop necessity of repositioning the content. Under such circumstances the examination of the interactivity becomes important, because interactivity is in a strong relation with the content and the consumer changes. The content consuming grows because of this, taking in consideration the fact, that users tend to spend more time in a platform, which is interested in them.

Tim Guay's point of view states that interactivity's highest level is the adaptive interaction, meaning that a web site, if not directly, but on short term, could accommodate to the user's needs. If a website is more interactive for the user, the content seems more personal (Frank, 2002).

Two professors from Boston University, Sally J. McMillan and Edward J. Downes, state the interactivity can be grown by the following factors:

1. If the purpose of the communication is the exchange of the information
2. If the user gets an active role on the website
3. If the two sided communication is reached on the online platform
4. If the users communicate with each other
5. If the content makes the virtual surrounding real.

We can separate three levels of interactivity: navigational, functional and adaptive. Under the navigational interactivity, we understand the process in which the user decides on the site's content, in means of what and in which order he or she wants to read from the content. For this the source or the platform's proper management is needed. The functional interactivity makes it possible for the user, to search trough key words and titles. The third level, the adaptive interactivity offers the possibility of personalizing the website's content. According to L. Massey and Mark R. Levy the online interactivity can be reached in four different ways: based

on the composition of the reachable choosing possibilities, based on the usage, with the help of interpersonal communication and with the creation of an easy way to add information (Deuze, 2003).

In the process of repositioning the content, the option of personalization has to be taken in to consideration. This would mean a content service, where there is no superfluity and having only the content in which we are interested (Frank, 2002). With the help of the digital technology an attractive, customized content can be reached for the customers. Furthermore it is important that the printed media can fill out extra information because of the digital technology, for example with the help of the QR code, reachable in an easy way from smart phones (PWC Hungary, 2012).

All of this predicts an interactive multimedia content era. Under interactive multimedia content, we understand the whole of those contents, which can be accessed easily from smart phones, tablets or any kind of digital tools. In these platforms the users can select the relevant information for themselves, so the customization prevails (Gundelsweiler-Filk). The new form of the content service will be the integrated multi-channel form, having more advantages to the mediators (Ilchi, 2010):

1. More channels mean higher income possibilities and with this the user base grows as well.
2. The increased consumer need for the web and mobile applications can be used.
3. The employee's productive skills will grow due to the easy way of reaching this channels
4. Increases the consumers' satisfaction by the possibility of reaching the multi-channels.
5. Strengthens the brand's visibility and awareness due to the web or mobile tools
6. Increases the online channel's role as the main information source
7. Decreases the information, which reaches the users in the means of the time-to-market model, still it generates users.

Respecting the above written such a content repositioning and sharing could be reached, which would give serious advantages against the competition.

The online and offline mediator's success highly depends on the content coordination and cooperation. (Lee, 2008). According to the above stated, the following content corrections should be taken into consideration:

1. In the case of the printed media those go and do themes are needed which inspire the reader to visit the newspaper's online platform: at the end of the article a hint to the web site, to the blog and to complementary information; the reader not just reads the paper, but he or she uses it.
2. The printed media institutions should produce a multimedia version of the stories, which could be accessed on the official web site: the printed

and the online version need to be synced with the multimedia content in a symbolic way; this way the reader becomes a part of the story.

3. In the case of online newspapers it would be important not to prioritize the subjects which are related to the whole country, but to accentuate the local news: besides the big news the hometown angle should have an important role.
4. In the case of online newspapers the releasing of one or two push articles would be important. Articles that are considered important by the editors and could do an advertising and could identify them, with one world their presents would enter in the reader's consciousness.
5. The printed media's stories should direct the readers to the institution's professional blogs, where the subjects are discussed. The printed media's fault is the lack of interaction; if the printed newspapers could relate to the relevant professional blogs in a certain matter, a discourse could appear between the author and the consumers. This could help the improvement of the mediator and to upgrade the interactivity.
6. The so called letter to the editors could help to improve the popularity of the printed materials. In this case the aim would not be the papers based letters, but the electronic ones; reader would communicate through e-mails with editors of the printed stories.
7. Explanation of the professional terms: every media product or article should include a reference sheet, where the readers can find the explanation of the professional terms; this can be achieved in online and offline form as well.
8. More specific content is needed: with the help of this the mediator could be well delimited from the competition; taken from the field of advertisement the mediators should have unique advertising position.

Taking all this into consideration, we can state that the online and offline mediators with each other's content supplementation could provide a very strong media form, the online media contents besides their hot and information centric news will become important part of the offline forms. The officiousness and the trustworthiness will become an indispensable for the media. The consumers only stay with a channel if that channel gives trustworthy and useful information (Wintermantel, 1999). The convergence becomes more and more a wide range tool, connecting and in many cases syncing the mass-channels; providing a new segmentation, content adaptability for a smaller, well defined consumer society. The consumers become an interactive attendant of the communication situation and after that they become content providers. This situation has to be answered by the companies by feeding the means of information, customized content and messages; attendance to the consumers and their involvement in to the process.

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